**Position available: Assistant Director (Global Communications)**

Zhejiang University (ZJU) is a leading higher education institution in China, as well as one of its oldest. Ranked 45th in the world (QS Rankings 22), ZJU is internationally recognized for the quality of its research and academic excellence. Drawing upon a comprehensive spectrum of disciplines, the University is dedicated to advancing knowledge, addressing pressing societal needs and contributing to a sustainable future. The University is headquartered in Hangzhou, the capital of East China’s Zhejiang province and one of China’s most picturesque cities. Where history meets modernity, the city is home to World Heritage Sites such as West Lake and the Grand Canal as well as e-commerce giant Alibaba. As the host city of G20 Summit in 2016 and 2022 Asian Games, Hangzhou is among top five most popular Chinese cities for foreigners.

The Office of Global Engagement implements [Zhejiang University](https://www.zju.edu.cn/english/)’s international strategies, facilitates international exchange and cooperation and promotes ZJU globally. We develop and promote global partnerships that advance ZJU’s strategic goals for internationalization. To support the Office’s further development, we’re now seeking to appoint an Assistant Director (Global Communications). This position be will assisting the Director in shaping ZJU’s international communication initiatives in support of its strategic priorities.

**Job Title:** Assistant Director (Global Communications)

**Job Type:** Full-time

**Affiliation:** Office of Global Engagement, Zhejiang University

**Location:** Hangzhou, China

**Hiring Number:** 1

DUTIES & RESPONSIBILITIES

1. Assist the Director in leading a team that provides support for overall office management.

2. Work in regular collaboration with other colleagues within the Office to develop targeted communications strategies. Manage to refine and implement a robust strategic marketing and communications plan and measure effectiveness and outcomes.

3. Manage publications, new media products and communications projects; research, write, and edit contents, as well as tailor written material for diverse audiences and a variety of channels.

4. Create a channel strategy to leverage multimedia, website, and social media content as an essential component of news stories, ensuring news-related global content is appropriately reflected and integrated across the University’s digital channels.

5. Effectively build relations with global media outlets to engage audiences and stakeholders worldwide and advance the University’s brand globally.

MINIMUM REQUIREMENTS

* Master’s Degree or above (Bachelor’s degree with extensive related experience will also be considered)
* Three to five years of experience in a communications or journalism role with adequate knowledge of higher education. Native English fluency, excellent communication skills both oral and written

DESIRED EXPERIENCE

* Experience in the implementation and execution of communications that embrace and include diversity across multiple regions, cultures, and generations.
* Experience in producing high-quality news stories of research and learning that capture an organization's essence.
* Experience with existing and emerging digital communication channels and ability to create and promote engaging contents across numerous channels, particularly videos.
* Excellent written and oral communication skills (English and Chinese), including copywriting and/or editorial experience
* Experience with market research and strong data analysis skills.
* Ability to drive cross-functional groups toward a common goal.
* Ability to manage and prioritize multiple deadlines, excellent time management skills.

SALARY & BENEFIT

* Commensurate with Qualifications

TO APPLY

* Resume / CV and cover letter (in English); Send by email to: [ai\_ni@zju.edu.cn](mailto:ai_ni@zju.edu.cn)
* Application deadline: until the position is filled